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COURAGEOUS PERSUADERS, THE WALL STREET JOURNAL CLASSROOM EDITION PARTNER TO BRING NATIONAL ATTENTION TO FIGHT AGAINST UNDERAGE DRINKING

HIGH SCHOOL STUDENTS ACROSS AMERICA ARE NOW ELIGIBLE TO WIN THE WALL STREET JOURNAL SCHOLARSHIP FOR MAKING TV COMMERCIALS TO COMBAT UNDERAGE DRINKING

TROY, Mich., Nov. 2, 2010 – The Detroit Auto Dealers Association (DADA) announced today that The Wall Street Journal, the nation’s premier business and finance resource, has agreed to partner with the Courageous Persuaders program to combat the deadly issue of underage drinking. Additionally, the organization will sponsor The Wall Street Journal Courageous Leader Award, which will include a scholarship award of \$2,000 to the winning entry. The Award is open to all entries nationally.

The Wall Street Journal Classroom Edition will be the primary vehicle for disseminating information about the program. The Wall Street Journal Classroom Edition provides high school students and teachers with engaging, real-life news and information on the world of business. Its reach into high schools nationwide will ensure that the Courageous Persuaders message of discouraging underage drinking is heard by one of the program’s primary audiences.

"At the annual awards show I saw how enthusiastic the students participating in Courageous Persuaders were, how it changes their attitudes about underage drinking, and the impact their work had on the middle school students," said Ron Boe, director of multi-media sales at The Wall Street Journal. "We are proud to join other national scholarship sponsors like State Farm Insurance and The New York Festivals, and we look forward to helping extend the reach of such an effective program!"

The DADA is the primary sponsor and administrator of the Courageous Persuaders program which is facilitated through the DADA Education Foundation. "The importance of the addition of The Wall Street Journal as a primary supporter of the Courageous Persuaders program cannot be understated," said DADA president Jim Seavitt, "with the support of this respected publication, we will be able to reach high school students who are serious about their futures, futures that exclude alcohol abuse at a young age."

The competition, now in its tenth year in Michigan, encourages high school students to create 30-second television commercials warning middle school students about the dangers of drinking alcohol.

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Last year's contest drew 743 video entries, which included participation by thousands of students from U.S. schools in 45 states, including the District of Columbia, and also the Armed Forces Africa, American Samoa, Armed Forces Pacific, and the U.S. Air Force Base in Japan.

The Courageous Persuaders program was created in 2000 by Oakland County District Judge Michael A. Martone and John Barczyk, a local McCann-Erickson advertising executive. In 2007, the DADA became the primary sponsor and administrator of the Courageous Persuaders program through its DADA Education Foundation.

The grand prize-winning commercial is broadcast on television and in Secretary of State offices throughout Michigan. Winning videos are also posted on www.courageouspersuaders.com. For additional information, please contact the Detroit Auto Dealers Association at 248.643.0250.

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About The Wall Street Journal Classroom Edition

The Wall Street Journal Classroom Edition (www.WSJclassroom.com) is an award-winning educational program developed by the publishers of the world's leading business newspaper, and devoted to preparing young people for the decisions that will shape their future and help them reach their goals. The program comprises a full-color monthly newspaper that incorporates The Wall Street Journal articles of particular interest to teenagers, as well as curriculum materials to help educators integrate news from the business world into their lessons. The advertiser-supported monthly newspaper reaches 1,000,000 students in nearly 9,000 high-school Business, Economics, Civics and English classes nationwide. The Classroom Edition program has been consistently recognized by the educational publishing community for excellence in editorial content and design and illustration, earning more than 30 Distinguished Achievement Awards from the Association of Educational Publishers (AEP) since its inception in 1991. In 2010, it was named the AEP's Periodical of the Year.

About the DADA Education Foundation

The mission of the DADA Education Foundation is to promote excellence in education through quality programs and leadership. In addition to the Courageous Persuaders program, the Foundation also administers Education Day at the North American International Auto Show (NAIAS) and the NAIAS Poster Contest.

About Detroit Auto Dealers Association (DADA)

The DADA was founded in 1907 by 17 local car dealers, and has grown to more than 220 member car and truck dealers who donate their time and resources to a host of community activities. Currently, the DADA members collectively employ more than 16,000 people.

Many members participate in the NAIAS, LLC, which is responsible for the production of the North American International Auto Show (NAIAS). The most significant charitable venture of the DADA is the annual NAIAS Charity Preview, which has raised more than \$44 million for children's charities in southeastern Michigan since 1976. To find out more, visit www.dada.org and www.naias.com.

Source: The Detroit Auto Dealers Association